to make a film entitled "MAKING OF A MAHATMA", based on Mahatma Gandhi's formative years in South Africa, when he stated his experiments in non-violent satyagraha. The project is to be a collaboration between the South African Broadcasting Corporation (SABC) and the National Film Development Corporation Ltd. (NFDC). The NFDC is to be the executive producer of the film.

(b) The script of the film is ready. Other formalities such as signing of the agreement between the NFDC and the SABC, location hunting and casting etc. are under way and would be completed in due course.

(c) The approximate cost of production of the film is estimated to be Rs. 4 crores out of which the Indian share will be Rs. 2.5 crores.

**Overhauling the Non-electronic media units**

130. MISS SAROJ KHAPARDE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether government propose to overhaul the majority of its non-electronic media units on a warfooting; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) No, Sir.

(b) Does not arise.

**Evaluation of working of AIR**

131. SHRI RAMACHANDRAN PILLAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether government have considered the recommendations of the Standing Committee on Communications (Fifth Report) suggesting evaluation of the present system of working of AIR by an independent outside Agency; and

(b) what steps have been taken by the Ministry in this regard?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (b) The matter is under consideration.

**Children's enrichment experiment through Radio)**

132. SHRI RAMACHANDRAN PILLAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the aim of the Children's Enrichment Experiment through Radio programme (CHEER;

(b) in how many languages and how many centres have introduced this system; and

(c) what is the plan to expand this programme in all languages?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) The broad aims and objectives of the programme are annexed as statement. (*See* below)

(b) : AIR, Rohtak Hindi
AIR, Lucknow Hindi
AIR, Cuttack Oriya
AIR, Vishakapatnam — Telugu

(c) Extension of this programme to other All India Radio stations or its broadcast in other languages would depend upon availability of the requisite infrastructural facilities at the field level.

***Statement***

(i) To use radio to support and strengthen the teaching by anganwadi workers to help children develop listening skills and to enhance

vocabulary of children in their oral expression.

(ii) To promote cognitive skills in children like sequential thinking, problem solving and concept formation.

(iii) To inculcate in young children an awareness of their immediate environment.

(iv) To develop an awareness of their cultural heritage among the children.

(v) To promote the use of play-way and activity method in teaching young children.

**Measures to curb vulgarity in films**

133. SHRI SURESH PACHOURI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a Conference of Ministers of Information and Broadcasting of the States was held on 24th June, 1994 in New Delhi.

(b) if so, what were the main subjects discussed;

(c) if so, whether the Prime Minister has urged the film makers to curb vulgarity or face action;

(d) if so, whether any concrete measures and steps in this regard have been worked out; and

(e) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P .SINGH DEO): (a) Yes, Sir.

(b) The discussion was mainly centered on the issues of entertainment tax, need to check obscenity and violence in films, expansion|upgradation of AIR|DD networks, use of electronic and non-electronic media for projecting developmental activities in the States, the need for better coordination between Media Units of Central Government and State Governments, etc.

(c) The Prime Minister expressed concern about increasing obscenity, vulgarity and violence in films and solid that while self-regulation in the best antidote, in case it fails to work the Government would have to think of other measures.

(d) and (e) It has been the endeavour of the Government to curb vulgarity in films. The measures include increasing the representation of women in Central Board of Film Certification and its advisory panels, certification of songs alongwith the films etc. Film producers have also been asked to impose self-regulation and vulgarity and violence.

**National broadcast policy**

134. SHRI IQBAL SINGH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have formulated a national broadcasting policy;

(b) if so, the details thereof and if not, the reasons therefor; and

(c) what concrete steps Government propose to take to counter anti-India propaganda in Jammu and Kashmir?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) and (b) The mandate given to Akashvani and Doordarshan is to inform, educate and entertain the people of this country. The broad policy framework followed by them in this regard is as follows:—

(i) To give effective coverage to Government programmes; policies